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## **CLAIMS**

What is claimed is:

1. A consumer marketing research method, comprising:
  - a. making available to at least one consumer a card comprising a microchip for storing information;
  - b. activating the card via a triggering event;
  - c. creating a consumer profile corresponding to the card in a central computer;
  - d. enabling the at least one consumer to use the activated card when purchasing items;
  - e. providing a card processor for performing at least one of accessing any information stored on the microchip, identifying any items purchased by the consumer, and recording information about the consumer's purchases;
  - f. transferring information processed by the card processor to the profile; and,
  - g. performing consumer marketing research using the consumer profile.
2. The method of claim 1, wherein the card is made available by

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associating the card with a product at a point of sale.

3. The method of claim 1, wherein the card is made available by distribution of a sample product.

4. The method of claim 1, wherein the card is made available using a direct mailing.

5. The method of claim 1, wherein the card is made available to a consumer in connection with a purchasing incentive.

6. The method of claim 5, wherein the purchasing incentive is a preselected amount of cash.

7. The method of claim 5, wherein the purchasing incentive is a coupon.

8. The method of claim 5, wherein the purchasing incentive is a free product.

9. The method of claim 1, wherein the triggering event is participation in a consumer survey.

10. The method of claim 1, wherein the triggering event is participation in market research program.

11. The method of claim 1, wherein the triggering event is participation in a focus group.

12. The method of claim 1, wherein the triggering event is processing the

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card via the card processor.

13. The method of claim 1, wherein the triggering event is utilizing a card kiosk to activate the card.

14. The method of claim 1, wherein the triggering event is using the card during checkout at a retail store after selecting items for purchase.

15. The method of claim 1, further comprising the step of transferring information in the consumer profile from the central computer to the card processor.

16. The method of claim 15, further comprising the step of writing information from the card processor to the microchip on the card.

17. The method of claim 1, further comprising the step of storing information stored on the microchip on the card in a card processor memory.

18. The method of claim 17, further comprising the step of transferring information stored in the card processor memory to the central computer.

19. The method of claim 1, further comprising the step of storing information relating to items purchased by a consumer during checkout in a card processor memory.

20. The method of claim 1, further comprising the step of providing an internet website for allowing the at least one consumer to access information

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associated with the profile.

21. The method of claim 20, further comprising the step of providing an internet website for allowing the at least one consumer to manage the profile.

22. The method of claim 1, further comprising the step of targeting advertisements to the at least one consumer based upon information compiled in the consumer profile.

23. The method of claim 1, further comprising the step of registering the at least one consumer to participate in a consumer marketing research program.

24. The method of claim 1, further comprising the step of making available to the at least one consumer a card kiosk in communication with the central computer.

25. The method of claim 24, wherein the card kiosk enables the at least one consumer to access the information of the consumer profile using the card kiosk.

26. The method of claim 25, wherein the card kiosk enables the at least one consumer to manage the consumer profile.

27. The method of claim 24, wherein the card kiosk enables the at least one consumer to receive incentives downloaded to the microchip on the card using the card kiosk.

28. The method of claim 24, further comprising the step of enabling the at

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least one consumer to use the card kiosk to access the information relating to the profile corresponding to the card.

29. The method of claim 24, further comprising the step of enabling the at least one consumer to use the card kiosk to print out product information.

30. The method of claim 24, further comprising the step of enabling the at least one consumer to use the card kiosk to print out coupons.

31. The method of claim 24, further comprising the step of enabling the at least one consumer to use the card kiosk to print out shopping lists.

32. The method of claim 24, further comprising the step of enabling the at least one consumer to use the card kiosk to print out lists of items suggested for purchase based upon information in the consumer profile.

33. The method of claim 24, further comprising the step of enabling the at least one consumer to use the card kiosk to input an amount of cash value to the microchip on the card for later redemption.

34. The method of claim 1, further comprising the step of utilizing the results of the consumer marketing research for product enhancement.

35. The method of claim 1, further comprising the step of utilizing the results of the consumer marketing research for marketing.

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36. The method of claim 1, further comprising the step of utilizing the results of the consumer marketing research for advertising enhancement.

37. The method of claim 1, further comprising the step of utilizing the results of the consumer marketing research for determining whether promotions are effective.

38. The method of claim 1, further comprising the step of reporting the results of the consumer marketing research to a client.

39. The method of claim 1, wherein the step of the performing consumer marketing research further comprises:

- a. identifying a product to be the focus of consumer marketing research;
- b. developing a consumer marketing research program;
- c. contacting the at least one consumer for participation in the consumer marketing research program; and,
- d. conducting the consumer marketing research.

40. The method of claim 39, further comprising the step of reporting the results of the consumer marketing research to a client.

41. The method of claim 1, wherein the consumer marketing research comprises attitudinal research.

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42. The method of claim 1, wherein the consumer marketing research comprises behavioral research.

43. The method of claim 39, wherein the consumer marketing research comprises attitudinal research.

44. The method of claim 39, wherein the consumer marketing research comprises behavioral research.

45. A consumer marketing research method, comprising:

- a. making available to at least one consumer a card comprising a microchip for storing information;
- b. activating the card via a triggering event;
- c. creating a consumer profile corresponding to the card in a central computer;
- d. enabling the at least one consumer to use the activated card when purchasing items;
- e. providing a card processor for performing at least one of accessing any information stored on the microchip, identifying any items purchased by the consumer, and recording information about the consumer's purchases;
- f. transferring information processed by the card processor to the profile;

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g. performing consumer marketing research using the consumer profile; and,

h. providing an incentive to the consumer for purchasing a selected product based upon the information in the profile.

46. The method of claim 45, wherein the incentive is accessed by the consumer by processing the card via a card kiosk.

47. The method of claim 45, wherein the incentive is accessed by using the card when purchasing items at a retail store.

48. The method of claim 45, wherein the incentive is accessed by using an internet website in communication with the central computer.

49. The method of claim 45, further comprising the step of utilizing the results of the consumer marketing research for product enhancement.

50. The method of claim 45, further comprising the step of utilizing the results of the consumer marketing research for marketing.

51. The method of claim 45, further comprising the step of utilizing the results of the consumer marketing research for advertising testing.

52. The method of claim 45, further comprising the step of utilizing the results of the consumer marketing research for determining whether promotions are effective.



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53. The method of claim 45, further comprising the step of reporting the results of the consumer marketing research to a client.

54. The method of claim 45, wherein the step of the performing consumer marketing research further comprises:

- a. identifying a product to be the focus of consumer marketing research;
- b. developing a consumer marketing research program;
- c. contacting the at least one consumer for participation in the consumer marketing research program; and,
- d. conducting the consumer marketing research program.

55. The method of claim 54, further comprising the step of reporting the results of the consumer marketing research to a client.

56. The method of claim 45, wherein the consumer marketing research comprises attitudinal research.

57. The method of claim 45, wherein the consumer marketing research comprises behavioral research.

58. The method of claim 54, wherein the consumer marketing research comprises attitudinal research.

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59. The method of claim 54, wherein the consumer marketing research comprises behavioral research.

60. A consumer marketing research method, comprising:

- a. making available to at least one consumer a card comprising a microchip for storing information;
- b. activating the card via a triggering event;
- c. creating a consumer profile corresponding to the card in a central computer;
- d. enabling the at least one consumer to use the activated card when purchasing items;
- e. providing a card processor for performing at least one of accessing any information stored on the microchip, identifying any items purchased by the consumer, and recording information about the consumer's purchases;
- f. transferring information processed by the card processor to the profile;
- g. transferring information processed by the card processor to the microchip on the card; and,
- h. providing at least one card reader at a selected location in a retail store for accessing information stored on the microchip.

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61. The method of claim 60, wherein the card reader is in communication with the central computer.

62. The method of claim 60, further comprising the step of delivering at least one targeted advertisement to the at least one consumer while the consumer is shopping in a retail store.

63. The method of claim 62, wherein the advertisement is delivered to the at least one consumer via hypersonic sound.

64. The method of claim 62, wherein the advertisement is delivered to the at least one consumer via a video monitor.

65. The method of claim 62, wherein the advertisement is delivered to the at least one consumer via a printer.

66. The method of claim 62, further comprising the step of performing consumer marketing research using information in the consumer profile.

67. The method of claim 66, wherein the consumer marketing research comprises attitudinal research.

68. The method of claim 66, wherein the consumer marketing research comprises behavioral research.

69. A consumer marketing research method, comprising:

- a. making available to at least one consumer a card comprising a

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microchip for storing information;

- b. activating the card via a triggering event;
- c. creating a consumer profile corresponding to the card in a central computer;
- d. enabling the at least one consumer to use the activated card when purchasing items;
- e. providing a card processor for performing at least one of accessing any information stored on the microchip, identifying any items purchased by the consumer, and recording information about the consumer's purchases;
- f. transferring information processed by the card processor to the profile;
- g. transferring information from the consumer profile to the microchip on the card;
- h. accessing the information stored on the microchip on the card using a shopping cart processor in communication with the central computer; and,
- i. performing consumer marketing research using the consumer profile.

70. The method of claim 69, wherein the shopping cart processor is adapted to write information accessed from the central computer to the microchip on the

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card.

71. The method of claim 69, wherein the shopping cart processor is adapted to access product code information for items placed in or near the shopping cart processor.

72. The method of claim 69, wherein the shopping cart processor is adapted to convey information relating to items placed in the cart to the at least one consumer.

73. The method of claim 69, wherein the shopping cart processor is adapted to communicate with the card processor.

74. The method of claim 69, wherein the consumer marketing research comprises attitudinal research.

75. The method of claim 69, wherein the consumer marketing research comprises behavioral research.

76. A consumer marketing research method, comprising:

- a. making available to at least one consumer a card comprising a microchip for storing information;
- b. activating the card via a triggering event;
- c. creating a consumer profile corresponding to the card in a central computer;

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d. enabling the at least one consumer to use the activated card when purchasing items;

e. providing a card processor for performing at least one of accessing any information stored on the microchip, identifying any items purchased by the consumer, and recording information about the consumer's purchases;

f. transferring information processed by the card processor to the profile;

g. transferring information from the consumer profile to the microchip on the card;

h. delivering at least one advertisement for at least one product to the at least one consumer based upon information accessed from the microchip on the card; and,

i. tracking the consumer's response to the advertisement based upon the consumer's purchasing habits when using the card for shopping.

77. The method of claim 76, wherein the advertisement is delivered to the at least one consumer via hypersonic sound.

78. The method of claim 76, wherein the advertisement is delivered to the at least one consumer via a video monitor.

79. The method of claim 76, wherein the advertisement is delivered to the at

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least one consumer in printed form.

80. The method of claim 76, further comprising the step of performing consumer marketing research to study the consumer's purchasing habits in connection with the advertisement.

81. The method of claim 80, wherein the consumer marketing research comprises attitudinal research.

82. The method of claim 80, wherein the consumer marketing research comprises behavioral research.

83. A system for performing consumer marketing research, comprising:

a. a means for delivering a card comprising a microchip including a memory for storing information regarding purchasing habits of at least one consumer;

b. a central computer for storing information accessed from the microchip on the card;

c. a card processor adapted to access information stored on the microchip on the card, said card processor being in communication with the central computer and adapted to transfer information to and receive information from the central computer;

d. a consumer profile developed in the central computer comprising

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a compilation of information regarding a consumer's purchasing habits; and,

e. a consumer marketing research program developed to utilize the information compiled in the consumer profile.

84. The system of claim 83, wherein the means for delivering a card comprises a product having a card associated therewith at a point of sale.

85. The system of claim 83, wherein the means for delivering a card comprises a product sample having a card associated therewith.

86. The system of claim 83, wherein the card processor is adapted to write information to the microchip for storage on the card.

87. The system of claim 83, wherein the card processor is in communication with a computerized scanner of a cash register at a retail store and receives from said computerized scanner information regarding product purchases made by a consumer using the card.

88. The system of claim 83, further comprising a card kiosk adapted to access the information stored on the microchip on the card.

89. The system of claim 88, wherein the card kiosk further comprises a printer.

90. The system of claim 88, wherein the card kiosk further comprises a video display.



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91. The system of claim 88, wherein the card kiosk further comprises a card reader for accessing information stored on a card.

92. The system of claim 88, wherein the card kiosk is in communication with the central computer, and is adapted to access the information in the consumer profile.

93. The system of claim 83, further comprising an internet website in communication with the central computer accessible by a consumer for managing the consumer profile.

94. The redemption and market research system of claim 93, further comprising a card kiosk in communication with the central computer and the internet website, said card kiosk comprising means for accessing information entered into the internet website.

95. The system of claim 88, further comprising a means for delivering targeted advertisements to the at least one consumer.

96. The system of claim 88, further comprising a means for delivering coupons to the at least one consumer.

97. The system of claim 83, further comprising at least one card reader adapted to access information on the microchip of a card in proximity with the card reader, the card reader located in a retail store and adapted to be in communication

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with at least one of the card processor and central computer.

98. The system of claim 97, further comprising a means for delivering at least one advertisement to the consumer.

99. The system of claim 83, further comprising a market research processor placed in a consumer's home in communication with the central computer.

100. The system of claim 83, further comprising means for positively identifying a card user.

101. The system of claim 83, further comprising a vending machine comprising a vending card reader adapted to access information stored on the microchip of a card.

102. The system of claim 83, wherein the consumer marketing research program comprises new product, in-market testing.

103. The system of claim 83, wherein the consumer marketing research program comprises advertising testing.

104. The system of claim 83, wherein the consumer marketing research program comprises promotional evaluation.

105. The system of claim 83, wherein the consumer marketing research program comprises product improvement analysis.

106. The system of claim 83, wherein the consumer marketing research

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program comprises production improvement analysis.

107. The system of claim 83, wherein the consumer marketing research program comprises attitudinal research.

108. The system of claim 83, wherein the consumer marketing research program comprises behavioral research.

109. The system of claim 83, further comprising: a product package comprising a microchip for storing information about the product; and, a portable electronic device adapted to access at least one of the microchip on the product package and the central computer.

110. The system of claim 109, wherein the portable electronic device is adapted to access information stored on the microchip of the card.

111. The system of claim 109, further comprising a terminal in communication with the central memory and portable electronic device.

112. The system of claim 111, wherein the terminal further comprises a means for providing printed materials.